



DIGITAL MARKETING RESOLUTIONS FOR THE ROARING 20'S

JANUARY 16, 2020

A person with long brown hair, wearing a yellow jacket and dark pants, is walking away from the camera down a long grocery store aisle. The shelves on both sides are filled with various products, and the image has a motion blur effect, suggesting movement. The text is overlaid on the center of the image.

**WE HELP RETAIL BRANDS
FIND & ACQUIRE
NEW CUSTOMERS**

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search marketing solved



110+

TEAM MEMBERS

3

GLOBAL OFFICES



FEATURED PARTNERSHIPS



2020 NEW YEAR'S RESOLUTIONS FOR DIGITAL MARKETERS

- 01.** Study your high-value customers' path to purchase to **engage them effectively & responsibly.**
- 02.** Apply the GOST framework to **connect your goals to results.**
- 03.** **Win paid search** customers from competitors using real-time competitive intelligence.
- 04.** Use the ROI+Competitiveness Matrix to **select the products you want to sell on Amazon.**
- 05.** **Convert social engagement into purchases** through smarter user segmentation and targeting.
- 06.** Use FAQ schema to **drive relevant voice search traffic** to specific web pages.
- 07.** **Make deep internal pages visible to Google** through smarter pagination techniques.
- 08.** **Make Smart Shopping work.**
- 09.** Make A/B testing a weekly mandate:
52 weeks = 52 tests.
- 10.** Relentlessly measure, analyze, and apply the insights to **drive growth.**

WISHING YOU GOOD FORTUNE IN THE NEW YEAR!

SPEAKERS



MANISH MOHAN
DIRECTOR OF PAID MEDIA

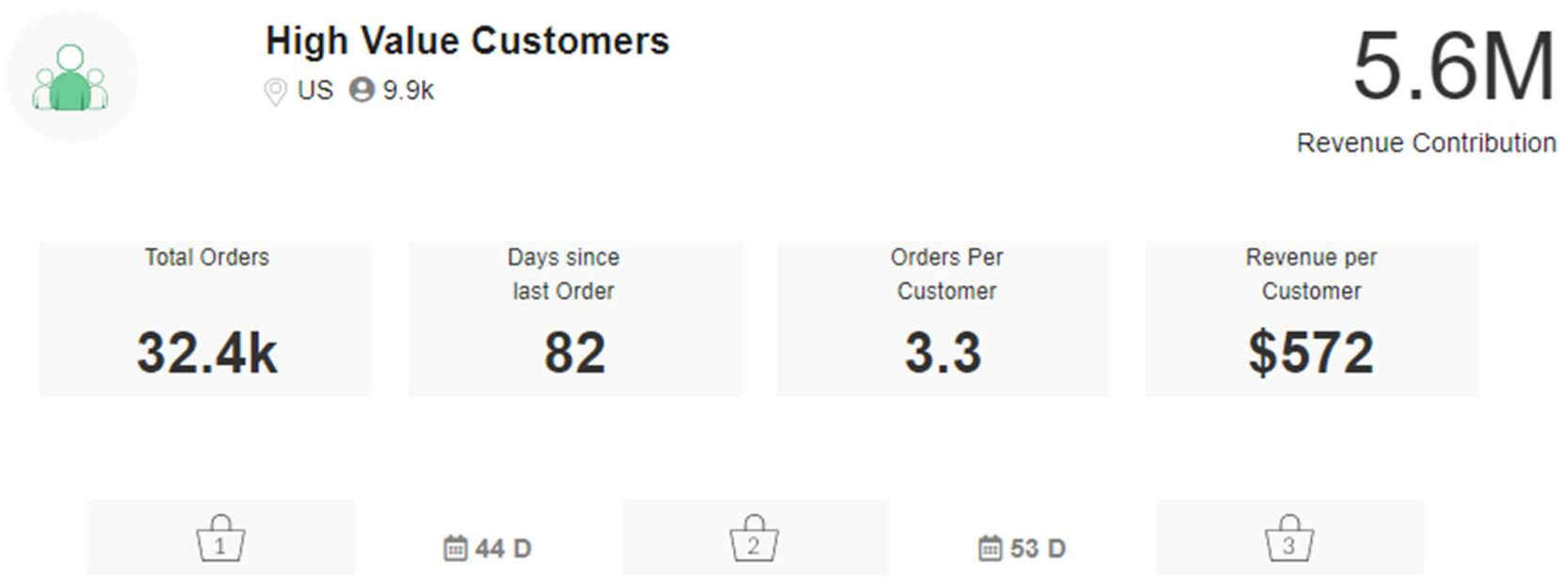


ANGEL NIEVES
SEO MANAGER

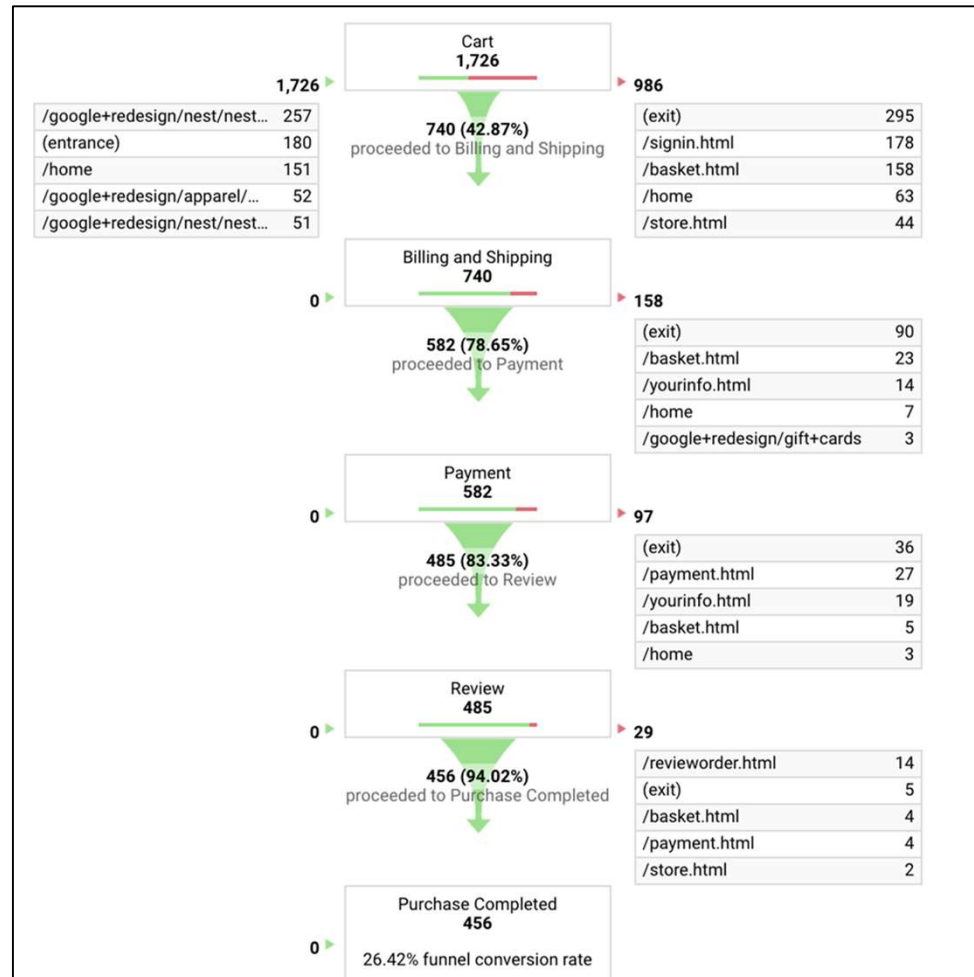


SILAS GOSSMAN
SEO MANAGER

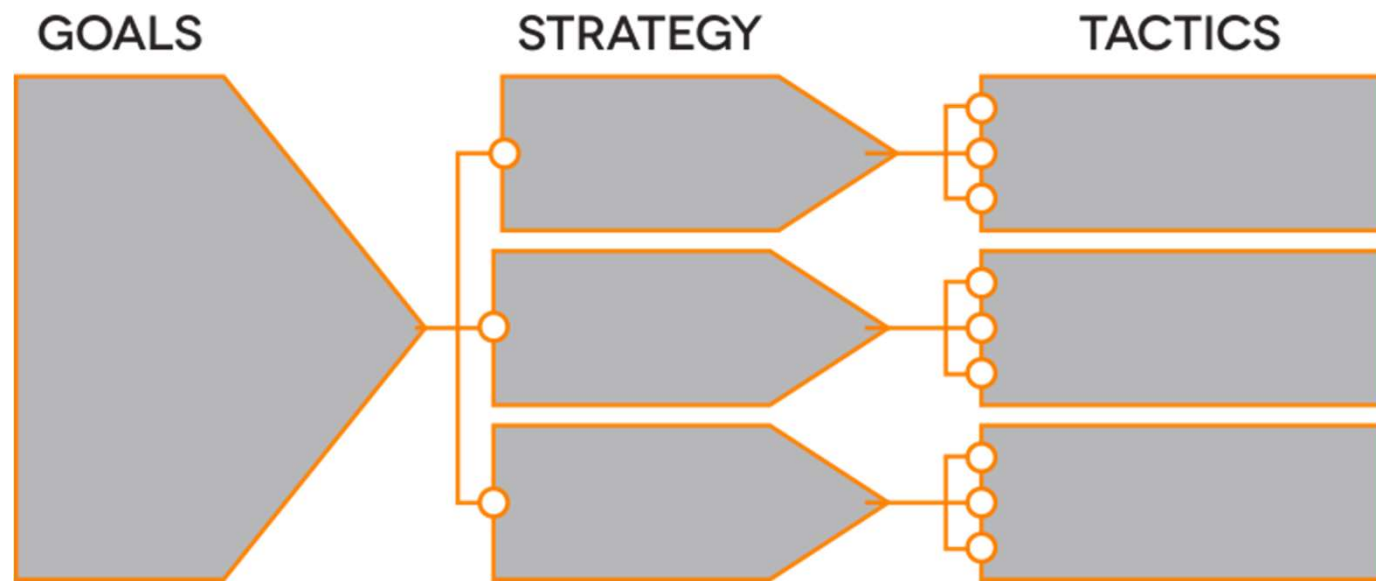
FOCUS MARKETING EFFORTS ON HIGH-VALUE CUSTOMERS



HIGH-VALUE CUSTOMER PATH TO PURCHASE



GOST FRAMEWORK

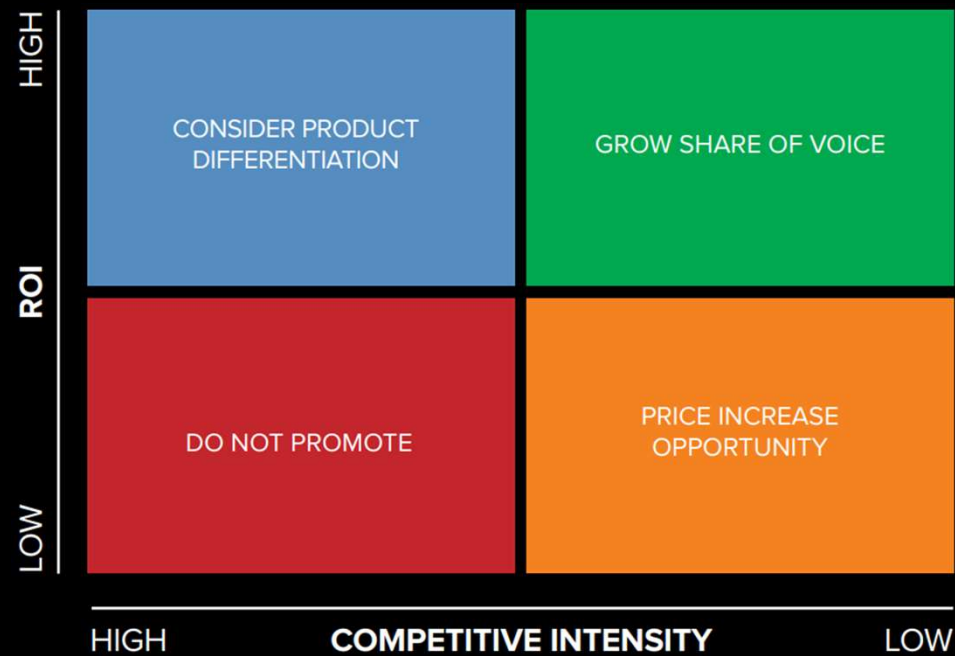


Poll Question

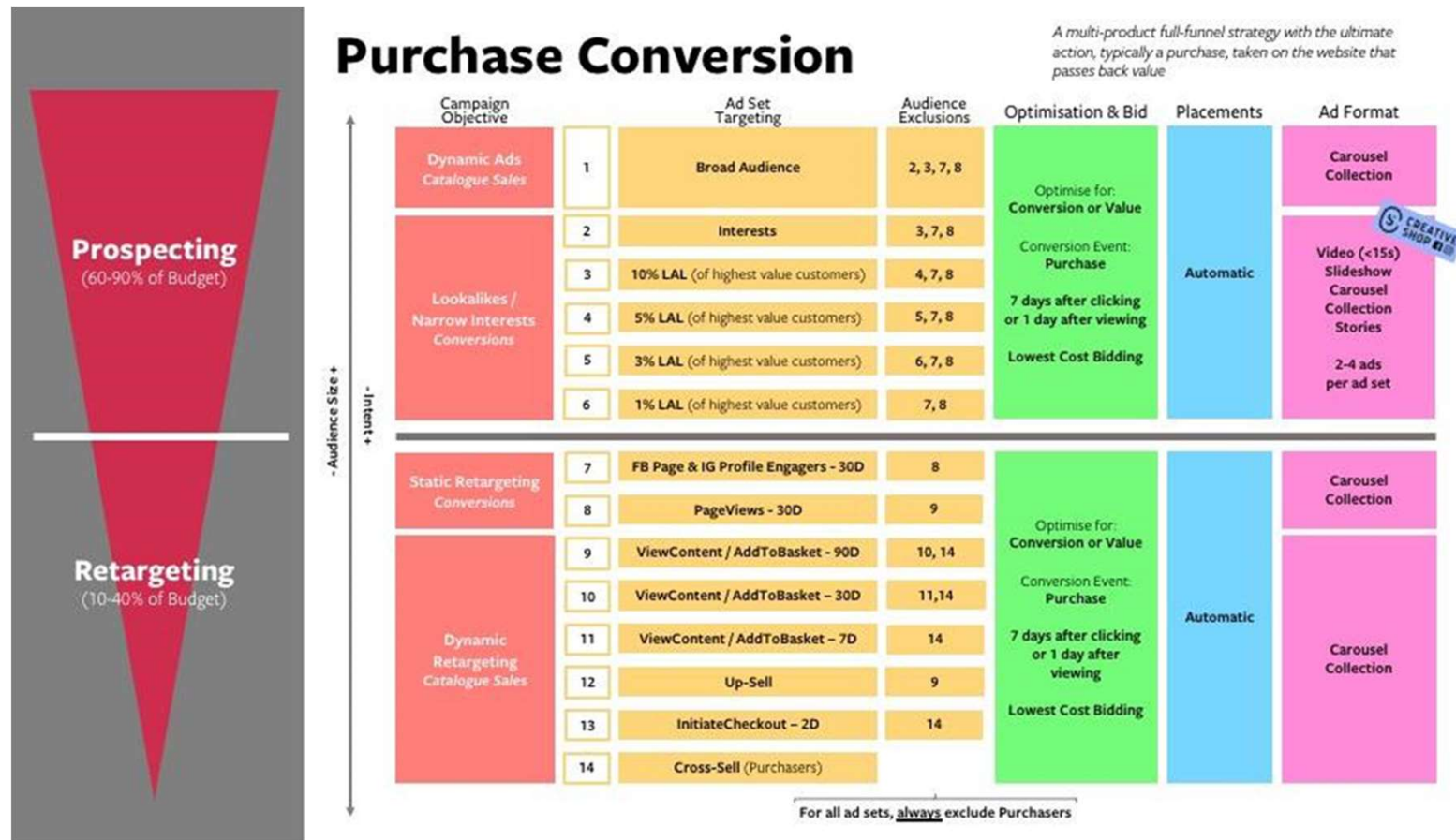


- Allocate up to 5% of paid media budget for conquering experiments
- Nimble approach required to drive ad hoc campaigns based on competitor promotions
- Two-pronged approach recommended with Dynamic Search campaigns and Shopping campaigns
- Monitor competitor website and email campaigns for current/upcoming promotions

AMAZON ROI + COMPETITIVENESS MATRIX



CONVERT SOCIAL ENGAGEMENT INTO PURCHASES



X=

SOCIAL



*Source: [Lyfe Marketing](#)

To-Do's:

- Optimize bio info
- Post regularly/maintain structured schedule to generate and fulfill audience expectancy and build loyal traffic base
- Use “social share” buttons for posted content to spread **brand awareness** and create **brand advocates**
- Measure post performance on an ongoing basis

FAQ SCHEMA TO DRIVE VOICE SEARCH TRAFFIC TO SPECIFIC WEB PAGES



FAQPage JSON-LD Schema Generator - Saijo George

<https://saijogeorge.com> › [Side Project](#) › [JSON-LD Schema Generator](#)

If you offer a page where multiple users can submit alternative answers to a question think sites like Quora, StackOverflow etc then you have to use **Q A Schema**. If you have a **FAQ** page with questions and a specific answer to those questions around the same topic you will have to use **FAQ Schema**.

What is FAQPage Schema? ^

The FAQPage structured data indicates that the page is considered to have a section with Frequently Asked Question (FAQ) and answers to those questions.

Schema.org has more info on FAQ structured data and at a Google Dance event in Singapore in [July 2018](#) Google announced they will start using this in search. You can find Google's documentation [here](#).

How can I get FAQ rich results in Google? v

Should I choose Prettified OR Minified version? v

Will emojis and HTML tags work with FAQPage Schema? v

How can I get FAQPage to work with Google assistant powered devices? v

What is the difference between FAQ and QA Schema Markup? v

What is the difference between FAQ and FAQPage Schema Markup? v

Looking for FAQ schema markup example? v

^ Show less

SMART PAGINATION TECHNIQUES



If your current pagination links are displayed like this:

“1 2 3 4 5 next”

change it to

“1 2 3 4 5 51 100 next”

Here 51 is the midpoint link and 100 is the last link. Adding additional links such as the midpoint and the last link helps search bots find more pages from the pagination.

Hack/Tip:

- Hack for sites using a “Load More” function rather than pagination: To keep the “Load More” content crawlable, code the “Load More” button with HTML so the product content that was hidden in the source code will be visible to users when they click it. Combine this with a lazy-loading technique so the loading of this content will not interfere with the page load.

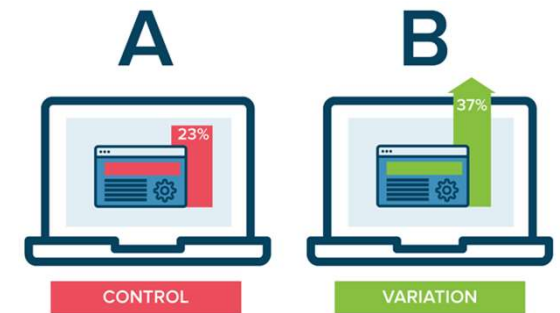


- Transition from legacy brand and non-brand shopping segmentation to a blended campaign structure
- Start with a hybrid approach by testing smart shopping for select categories
- Determine the right ROAS goals based on margins by category
- Set ROAS targets based on what your priority is between driving revenue and generating new to file customers

52 WEEKS = 52 TESTS



A/B TESTING



How can it improve your business?

- **Improved content engagement**
 - A/B testing you are forced to evaluate every aspect of the content you wish to create and test.
- **Reduced Bounce Rate & Increase Conversion Rate**
 - A/B testing will help you find a winning combination of elements that keeps visitors on your site long enough to provide them with value from your content which may ultimately lead to a sale.
 - A/B testing is the easiest, most effective way of creating content that converts more visitors into buyers.
- **Higher Values**
 - A/B testing helps you achieve higher values for your products or services.
- **Multifunctional**
 - You can A/B test just about any marketing and advertising campaign on and offline.
- **Increased Sales**
 - Fewer bounce rates, better customer engagement, more customer conversion, and other aforementioned benefits all lead to increased sale volume for your business.

MEASURE, ANALYZE, AND APPLY

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DOWNLOAD NOW

netelixir.com/resolutions

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DIGITAL MARKETING FOR RETAILERS

Questions?



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APPENDIX SMART PAGINATION: ATTRIBUTES



- Guidelines:

A) Include the pagination attributes `rel="next"` and `rel="prev"`. While Google doesn't use them, Bing still does. Also, it's good for web accessibility purposes.

B) In addition to the next and prev directives, add a self-referring canonical tag to the paginated pages.

So page 2 of a sequence should include these directives:
<link rel="prev", href="<http://www.example.com/topic/>" />,
<link rel="next",
href="<http://www.example.com/topic/page/3/>" />, <link
rel="canonical"
href="<http://www.example.com/topic/page/2/>" />.

APPENDIX SMART PAGINATION: ATTRIBUTES



- C)** Don't add the noindex directive to paginated pages. Remember, we want the product pages that are linked from these pages to get the link value from the paginated pages.
- D)** Don't include the paginated pages in XML sitemap. (Include pages that you want to rank within your XML sitemap.)
- E)** If there is a "View All" page, include it in the sitemap file.